

What is claimed is:

1. A lamp assembly, comprising:
a replaceable base;
one or more LED light sources supported on said base,
said one or more LED light sources each adapted to emit
light in a predetermined, substantially forward
direction;
an optic supported from said base and over said LED
light sources and oriented with respect to said one or
more LED light sources so as to intercept said light
emanating from said one or more LED light sources and
direct the same in a predetermined pattern.
2. The lamp assembly in accordance with claim 1, further
comprising a main reflector surrounding said base, said
one or more LED light sources and said optic.
3. The lamp assembly of claim 1, wherein said optic is
faceted.
4. The lamp assembly of claim 1, wherein said predetermined
pattern defines an axis, and wherein said optic is
supported on said base by two or more depending posts
offset from said axis.

5. The lamp assembly of claim 1, wherein there are a plurality of LED light sources arranged in a circular array.
6. The lamp assembly of claim 5, wherein said optic is supported over said base by a depending central post.
7. The lamp assembly of claim 1, wherein said optic is supported over said base by a cylinder surrounding said one or more LED light sources.
8. An automotive lamp assembly comprising:
 - a main reflector generally having the form of a shell defining an enclosed volume, and having a reflective interior surface generally facing in a forward axial direction towards an opening, the main reflector having an optical depth being the maximal distance along the axis between transverse planes intercepting the reflective surface; and having a reflector radius being the maximal distance transverse to the axis from the axis to the reflective surface; wherein the ratio R of the optical radius to the optical depth is greater than 2;
 - one or more LEDs positioned within the enclosed volume and about the axis to generally face in the forward direction; and

an intermediate reflector, located along the axis forward of the one or more LEDs, the intermediate reflector having a reflective surface, the reflective surface generally facing opposite the forward direction with normals ranging between 0 degrees to 90 degrees with respect to rearward axis.

9. The assembly of claim 8, wherein the intermediate reflector and the one or more LEDs are joined as a replaceable unit coupled to an opening formed in the main reflector.
10. The assembly of claim 8, wherein the intermediate reflector is supported by a central post.
11. The assembly of claim 8, wherein the intermediate reflector is supported by two or more posts offset from the axis.
12. The assembly of claim 8, wherein the intermediate reflector is supported by a light transmissive wall.
13. The assembly of claim 8, wherein the intermediate reflector is supported by a coupling to the main reflector.

14. The assembly of claim 13, wherein the coupling to the main reflector includes a light transmissive wall.
15. The assembly of claim 8, wherein the intermediate reflector is supported by a cylinder surrounding said one or more LEDs.
16. The assembly of claim 8, wherein the two or more LEDs are symmetrically arrayed around the axis.
17. The assembly of claim 8, wherein one or more rings of LEDs are arrayed around the axis.
18. The assembly of claim 8, wherein a first set of LEDs provide a first color, and a second set of LEDs provide a second color, and the first set of LEDs and the second set of LEDs may be independently operated electrically.
19. The assembly of claim 8, further comprising a light transmissive cover lens closing the defined opening in the main reflector.